

# Postgraduate Certificate

## Networking for Personal Brand Building



## Postgraduate Certificate Networking for Personal Brand Building

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/networking-personal-brand-building](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/networking-personal-brand-building)

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# 01

# Introduction

Networking is a fundamental tool for companies seeking to improve their visibility and reputation in the labor market. Establishing and maintaining professional relationships with relevant people in a given field is an effective strategy to improve networking, generate job opportunities and enhance a company's online presence. Due to the growing importance of Networking, TECH Technological University has created this Postgraduate Certificate that offers students the opportunity to learn best practices in digital environments for lead generation, crisis management and establishing an effective Public Relations strategy. In addition, thanks to its 100% online modality and the flexibility to organize academic resources, this teaching allows students to adapt their learning to their needs and availability.





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*Become a reference in your sector thanks to the mastery of digital networking strategies”*



Today, Networking has become essential for companies and professionals seeking to stand out in an increasingly competitive job market. Establishing and maintaining professional relationships with relevant people in a given field is an effective strategy to improve the visibility and reputation of a company, generate job opportunities and improve the network of professional contacts.

Networking has become even more important in the digital environment, where professional social networks such as LinkedIn, Twitter or Facebook allow you to establish connections and maintain contact with other professionals in the same sector or field of work. In this context, this Postgraduate Certificate in Networking for Personal Brand Building has become increasingly relevant.

For this reason, this Postgraduate Certificate offers students the opportunity to learn the best practices in this field in the digital ecosystem, obtaining essential learning to establish and maintain effective professional relationships, through the management of their profile in social networks and participation in events and professional meetings.

All this, in addition, with a 100% online methodology and with flexibility in the organization of academic resources, allowing students to self-manage their study time. They also have innovative and updated pedagogical material provided by the excellent team of specialists that make up this Postgraduate Certificate.

TECH Technological University provides an exceptional academic alternative for graduates in Communication, distinguished by its flexibility. Students only need a device with an Internet connection to access the content on the virtual platform at any time of the day. An Academic perfect option for those reconcile with the Daily most demanding responsibilities with a quality education.

This **Postgraduate Certificate in Networking for Personal Brand Building** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Communication, Marketing and Public Relations
- ♦ The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*TECH Technological University adapts to you and that is why offers you a Postgraduate Certificate accessible from any digital device with internet connection"*

“

*In just 6 weeks you will learn how to manage any crisis situation and online reputation”*

The program’s teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Multimedia pills, specialized readings and case studies make up the extensive Virtual Library of this 100% online Postgraduate Certificate.*

*You have at your disposal an advanced syllabus, designed and elaborated by authentic specialists in Public Relations.*



# 02

# Objectives

The main objective of a Postgraduate Certificate in Networking for Personal Brand Building is to provide students with the necessary tools to establish and maintain effective professional relationships. In this sense, this Postgraduate Certificate promotes the development of communication, leadership and teamwork skills, so that graduates can stand out in their professional careers and build a solid and coherent personal brand.





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*Achieve your professional goals with this program in Networking for Personal Brand Building. Enroll now”*



## General Objectives

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- ♦ Identify and define the main elements to effectively develop and manage a personal brand
- ♦ Discover the elements that will help you work on your personal brand identity and achieve coherence
- ♦ Work in depth on the strategic elements that will form the basis of your messages and personal story
- ♦ Develop the message in its different rational and emotional forms
- ♦ Conceptualize a content strategy in line with the personal brand
- ♦ Examine the possibilities offered by the main social platforms for the design of effective personal branding strategies
- ♦ Identify the steps for the development of a strategic plan for personal branding in social media, establishing objectives and KPIs to measure results
- ♦ Determine how to approach and improve the process of content creation
- ♦ Study success stories of personal brands in different sectors





## Specific Objectives

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- ♦ Develop a Networking strategy adapted to the objectives and audience and build a solid and growing network of contacts
- ♦ Implement strategic online and offline actions to expand the network of contacts
- ♦ Develop communication skills for effective networking in different areas and channels of face-to-face and online communication
- ♦ Use Public Relations to increase visibility and authority in the area of expertise
- ♦ Determine how the media, stakeholders and opinion leaders work to build a strong and strategic contact network
- ♦ Managing Reputational Crises in Networking and Public Relations
- ♦ Interpret the data obtained from the metrics to evaluate the Networking and Public Relations strategy and its impact on the personal brand



*Boost your communication skills for effective networking in different areas and channels of face-to-face and online communication"*

# 03

# Course Management

The group of professors that make up the teaching team of this Postgraduate Certificate has extensive experience in the field of Communication, Marketing and Public Relations. The specialization of teachers in the design and implementation of Social Media Branding strategies for companies in various sectors ensures a high quality education for students. In addition, the accessibility and willingness of the teachers to resolve students' doubts contributes to guaranteeing personalized learning adapted to the individual needs of each student.







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*TECH Technological University has brought together true specialists in Public Relations and Communication to offer you the most advanced and up-to-date teaching in Networking for Personal Brand Building"*

## Management



### Ms. Vázquez Viaño, Laura María

- ♦ Director of Marketing and Digital Strategy at Torres and Carrera
- ♦ Director of Client Services and Chief Marketing Officer at Roi Scroll
- ♦ Head of Social Media and Digital PR at Havas
- ♦ Senior Communications & Social Media Consultant at Best Relations
- ♦ Account Executive Junior Advertising and PR- Noa Nogueira
- ♦ Teacher at Universidad Europea Miguel de Cervantes
- ♦ Teacher at Escuela Internacional de Marketing
- ♦ Teacher at Escola Superior de Relaciones Públicas de Barcelona
- ♦ Teacher at IEBS
- ♦ Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- ♦ Postgraduate degree in Search and Social Media Marketing from the University of Barcelona



## Professors

### Ms. García Sanz, Nagore

- ♦ Communications Consultant
- ♦ Communications Manager in the Youth Department of the Provincial Council of Gipuzkoa
- ♦ Responsible for communication at the launch of the Kühne Business School
- ♦ Degree Information Sciences from the University of País Vasco
- ♦ Master in Digital Marketing and Community Management from the Marketing and Web School
- ♦ Expert in Information Service and Citizen Attention by the University of Salamanca
- ♦ Webmaster. Graphic design, web programming and digital marketing by the air design School
- ♦ Records Management and Archives Administration by Eusko Ikaskuntza & Asmoz Foundation
- ♦ Expert in Economics, Management and Technology of Public Innovation by the Faculty of Economics, Business and Tourism of the University of Alcalá

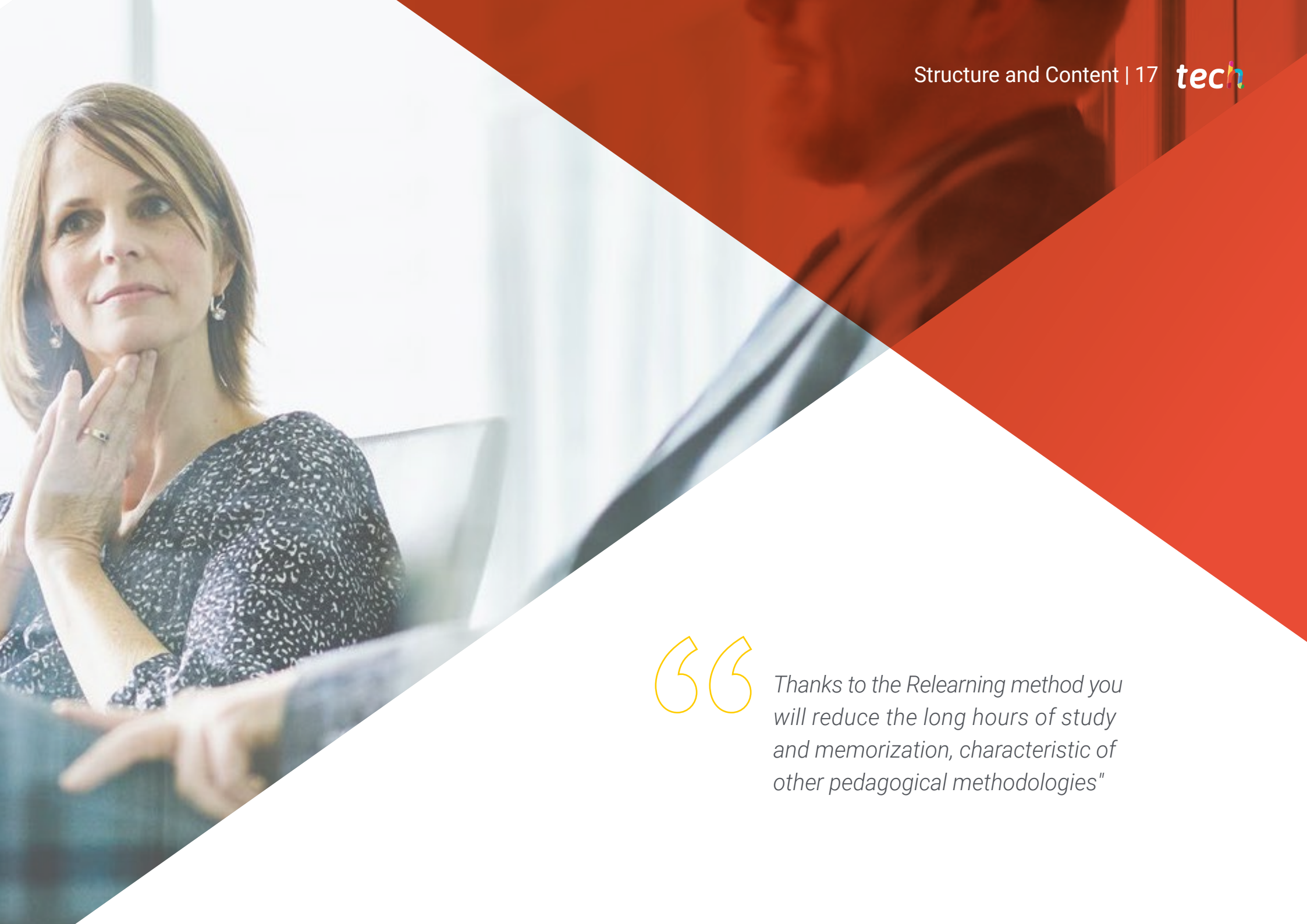
# 04

## Structure and Content

The curriculum of this Postgraduate Certificate is oriented to facilitate advanced learning on Networking for Personal Brand Building. For this purpose, it has a didactic material accessible 24 hours a day, from any digital device, which will allow you to be aware of the most effective Public Relations strategies to grow the online reputation of any professional or company.







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*Thanks to the Relearning method you will reduce the long hours of study and memorization, characteristic of other pedagogical methodologies"*

**Module 1. Networking for Personal Brand Building. Networking, events and PR strategies as levers for growth**

- 1.1. Networking Fundamentals and Relevance
  - 1.1.1. Types of Networking
  - 1.1.2. Creation of a Neural Network-Training and Collaboration
  - 1.1.3. Realization of a Networking Plan
- 1.2. Networking to strengthen Personal Brand Building
  - 1.2.1. Identification of key stakeholders
  - 1.2.2. Selection of opinion leaders
  - 1.2.3. How to expand and leverage your network of contacts
- 1.3. Events as a Networking strategy
  - 1.3.1. The Power of Online and Offline Networking Events
  - 1.3.2. Types of Networking Events
  - 1.3.3. Organizing an event as a strategy to improve your personal branding
- 1.4. Public Relations and Personal Branding
  - 1.4.1. Importance of Public Relations
  - 1.4.2. Types of Public Relations strategies
  - 1.4.3. Using PR to increase visibility and authority
- 1.5. Effective communication strategies for Networking
  - 1.5.1. Effective communication techniques in face-to-face actions or events
  - 1.5.2. Effective communication techniques in the use of e-mail
  - 1.5.3. Effective communication techniques in the use of social networks
- 1.6. Effective offline networking to strengthen personal branding
  - 1.6.1. Networking in communities, conferences, seminars and business events
  - 1.6.2. Networking with local stakeholders
  - 1.6.3. Maintaining contact to seek opportunities for collaboration
- 1.7. Effective Online networking to strengthen personal branding
  - 1.7.1. Digital tools and platforms for Networking
  - 1.7.2. Participation in online networking events
  - 1.7.3. Maintaining online networking relationships



- 1.8. Other useful PR actions to grow personal branding
  - 1.8.1. Media Relations
  - 1.8.2. Relationship with influential people
  - 1.8.3. Publication of a book as a PR strategy
  - 1.8.4. Creation of a Multimedia Contents as a PR strategy
- 1.9. Crisis Management in Networking and Public Relations
  - 1.9.1. The importance of ethics and accountability in crisis management
  - 1.9.2. Design crisis communication of a strategy
  - 1.9.3. Effective Networking for crisis management in Public Relations
- 1.10. Measuring the success of a PR strategy
  - 1.10.1. Social Network Monitoring
  - 1.10.2. Qualitative and quantitative evaluation of the events
  - 1.19.3. Visibility in the Media

“*The case studies will allow you to get a closer look at measuring the success of a PR strategy*”





05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*





*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





06

# Certificate

The Postgraduate Certificate in Networking for Personal Brand Building guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Networking for Personal Brand Building** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate Networking for Personal Brand Building**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training  
development languages  
virtual classroom



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